STRATEGY

TABLE OF CONTENTS

| Page | Title/Author |
|------|---|
| 1 | "Service Characteristics and Yellow Pages Advertising Effectiveness" Kenny K. Chan Shekhar Misra |
| 15 | "Don't Mistake Business Plans for Planning" (It May Be Dangerous To Your Financial Health) Bill Parks Philip D. Olson Donald W. Bokor |
| 25 | "Pricing Strategies and Fee Structures in Franchising Organizations" Robert T. Justis Peng S. Chang Ben L. Kedia |
| 35 | "Marketing Strategies for Small Service Businesses: Application of Expectations/Performance Gaps" Timothy L. Wilson James M. Hainault |
| 45 | "Assessing the Value of Professional Practices" John Wallace George Stollings |
| 56 | "The Benefits of the SBI Program: Perceptions of Former Students" Gwen Fontenot Michelle Haarhues Lynn Hoffman |
| 72 | "Strategic Planning and the Family Firm: An SBI Consulting Perspective" Charles H. Matthews |
| 81 | "Getting Started Overseas: Eximbank Working Capital Financing for Smal Business Exporters" Toni Lester |
| | |